

**Date:** September 30, 2024

**Ref. No.:** KDL/SE/090/2024-25

<b>To,</b> <b>BSE Limited</b> <b>Corporate Relationship Department</b> 25th Floor, Phiroze Jeejeebhoy Towers Dalal Street, Mumbai- 400001 <b>Scrip Code:</b> 543328	<b>To,</b> <b>National Stock Exchange of India Limited</b> Exchange Plaza, Plot No. C-1, Block G, Bandra Kurla Complex, Bandra (East) Mumbai – 400051 <b>NSE Symbol:</b> KRSNAA
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Dear Sir/Madam,

**Subject: Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015 – Press Release**

In continuation with our intimation dated September 30, 2024 vide reference number KDL/SE/089/2024-25 and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR”), this is to inform you that the Company has entered into a strategic collaboration with **Boston Ivy Healthcare Solution (P) Limited** (*also known as MedikaBazaar*) and **United Imaging Healthcare**.

As part of this partnership, the Company will be procuring world-class, advanced diagnostic equipments to support its nationwide expansion. Medikabazaar, in collaboration with United Imaging, has agreed to facilitate an investment of over ₹300 crore, to enable the deployment of more than 30 new imaging centers across India. The collaboration is structured to provide the Company with a highly favorable and sustainable financing model that ensures cost efficiency and enhanced operational capability, reflecting the strong confidence in the Company’s growth potential and industry position.

We believe this initiative will significantly strengthen our presence in the diagnostics market and advance our mission to provide high-quality, affordable healthcare services to underserved regions across the country.

The press release detailing the collaboration is enclosed for your reference.

You are requested to take the above information on your record.

For **Krsnaa Diagnostics Limited**



**Sujoy Sudipta Bose**  
Company Secretary and Compliance Officer

**Krsnaa Diagnostics and Medikabazaar Partner for an Unmatched Strategic Collaboration to Revolutionize Advanced Diagnostics in India with a partnership worth ₹300+ Crore, to make Healthcare more Accessible for all.**

- 30+ imaging centers majorly across Tier-2 & Tier-3 cities across India.
- Will ensure affordable healthcare for under-served populations.
- This Patient centric collaboration will make advanced diagnostics more accessible.

**Pune, September 30, 2024:** In a landmark move set to redefine the landscape of diagnostics in India, Krsnaa Diagnostics Limited, the country's largest and fastest-growing diagnostics services provider, has entered into a strategic partnership with Medikabazaar India's largest B2B Healthcare procurement & supply-chain solutions provider and United Imaging, a global leader in advanced imaging technologies. This collaboration is poised to disrupt the industry with a ₹300+ Crore investment, targeting the establishment of over 30+ cutting-edge imaging centers majorly across Tier-2 and Tier-3 cities across India.

This partnership, which is one of the largest and first of its kind in the Indian diagnostics space, brings together the best of technology and healthcare expertise to significantly enhance patient care and accessibility. United Imaging, known for its state-of-the-art MRI, CT, PET CT, and other imaging solutions, along with Medikabazaar has recognized Krsnaa Diagnostics as a pivotal partner, owing to its unparalleled reach and established reputation in delivering high-quality, affordable healthcare services across India. The special financing terms offered by United Imaging and structured by Medikabazaar to Krsnaa Diagnostics underscore the strategic importance of this alliance, setting a new industry standard for collaboration between medical technology providers and diagnostics players. This partnership aims to bridge the gap in diagnostics in small towns and semi-urban areas, the collaboration will provide increased focus on advanced Radiology Imaging solutions by reaching the communities most in need, thus enhancing overall patient care to the masses.

**Transforming Diagnostics Delivery in Under-Served Regions:**

The partnership will see the deployment of worldclass advanced imaging technologies made available by Medikabazaar and United Imaging across Krsnaa's extensive network of diagnostic centers, primarily focusing on semi-urban and rural areas. This initiative aligns with the shared vision of both organizations to bridge the existing gap in access to quality healthcare services, ensuring that even the most remote populations benefit from timely, accurate diagnostic testing.

**Krsnaa Diagnostics Ltd.**

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“We are thrilled to join hands with Medikabazaar and United imaging in what we see as a transformative alliance for the Indian diagnostics industry,” said **Mr. Rajendra Mutha, Chairman of Krsnaa Diagnostics Ltd.** “This collaboration not only enables us to expand our footprint into under-served regions but also strengthens our ability to offer cutting-edge imaging services at competitive prices. The unparalleled financial terms provided by United Imaging structured by Medikabazaar speak volumes about the trust they place in our operational excellence and leadership in the sector.”

#### **Elevating India’s Healthcare Infrastructure:**

With the establishment of these imaging centers, Krsnaa Diagnostics and Medikabazaar aim to address the growing demand for high-quality diagnostics in smaller towns and cities. The collaboration is set to complement ongoing Public-Private Partnership (PPP) projects across various locations Pan India, ensuring that the benefits of this investment are felt by those who need it the most.

Speaking on the significance of the collaboration, **Mr. Dinesh Lodha, Group CEO at Medikabazaar**, commented, “This collaboration brings together India’s two largest entities in the medical supplies and the diagnostics space and will revolutionize healthcare accessibility, ensuring timely diagnosis and affordable advanced healthcare for under-served populations. It aligns with the country’s healthcare targets and aims to promote better infrastructure and healthcare delivery, especially in underdeveloped and under-served regions.”

#### **About Krsnaa Diagnostics Ltd:**

Krsnaa Diagnostics is India’s premier diagnostics service provider, known for its extensive network spanning 18 states and union territories with 168+ MRI/CT centers, 1,400+ tele-reporting X-ray centers, 120+ labs, and over 2,200+ collection centers. The company’s commitment to delivering high-quality, affordable diagnostic services is evident in its advanced cloud-based PACS workflow, which enables rapid deployment and easy integration into diverse healthcare ecosystems.

#### **About United Imaging and Medikabazaar:**

United Imaging is a global leader in high-performance imaging equipment, driving innovation and excellence in diagnostic technology. Medikabazaar is India’s largest B2B Healthcare procurement & supply-chain solutions provider. With its, tech enabled full stack supply -chain solutions. Hospitals can procure their supplies and services via a streamlined procurement system which helps them improve efficiency for delivering affordable and accessible healthcare to patients in India.

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